

BC STREET – COMMUNICATIONS WRAP REPORT

Submitted by:
Laura Ballance Media Group Inc.
Suite 400 – 601 West Broadway
Vancouver, BC V5Z 4C2

T. 604 871-4451 or C. 604 771-5176

Email: Laura@LBMG.ca

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Laura Ballance Media Group Inc. ("LBMG") is pleased to submit the Communications Services Wrap Report for BC Street at the Richmond O Zone. LBMG enjoyed working on this project immensely, and found the staff, volunteers, artists and performers associated with each of the local governments and regions in this project to be incredibly helpful and enthusiastic to work with.

This report is broken into several sections including overview/objectives, strategy and earned media coverage. Our firm has attempted to capture as much of the media coverage as possible, and a full report with a disc of digital print, radio and television stories collected to date will be sent to each of the participating regions plus the City of Richmond within the next week.

Sincerely,



Laura Ballance

President
Laura Ballance Media Group
604.871.4451

Overview/Objectives

Laura Ballance Media Group (LBMG) is pleased to have had the opportunity to provide communications and media relations services to BC Street, located within the Richmond O Zone, and the seven partner regions: Cariboo Chilcotin Coast, Kootenay Rockies, Vancouver Coast & Mountains, Comox Valley, Sooke, Tofino/Qualicum Beach and the South Okanagan-Similkameen. Taking place during the 2010 Winter Olympic Games from February 12-28, 2010, the BC Street showcase was hosted by the City of Richmond as a free attraction within the O Zone.

LBMG's overall goal for BC Street was to generate local, provincial, national and international press in all areas of media: internet, print, radio and television. Our mandate included providing regional media with news of their region/communities' activities at BC Street, attracting guests to the BC Street pavilion via Lower Mainland regional media exposure, and showcasing the regions of British Columbia to the international press corps attending the Games.

Media attention for BC Street started in early February with preliminary articles and radio appearances notifying the communities' media outlets that they would be featured in a Games-time activation event. LBMG targeted local community papers within each region such as the *Williams Lake Tribune*, the *Sooke News Mirror*, *Similkameen Spotlight* and the *Richmond Review* in an effort to try and reach every corner of the province of the regional efforts at BC Street.

In the final days leading up to the 2010 Winter Olympics, with special guests and performers at the pavilions and Spirit Square finalized, LBMG started targeting Lower Mainland major, ethnic and specialty media, as well as international media arriving into Vancouver. During the Games our team was able to leverage our existing media relationships as well as successfully engage the international media, generating significant opportunistic earned media through a BC Street specific program developed to target the international press corps. Both initiatives generated global media exposure for BC Street as well as the communities within it.

Highlights of domestic coverage include:

- Vancouver Sun, which published two full articles on BC Street, plus a short listing with a photo
- City TV's Breakfast Television, which devoted an entire show to BC Street
- Global BC, which did a variety of stories on BC Street on its highly rated 6:00 p.m., morning and noon news shows

Highlights of international coverage include:

- Voice of America (US)
- Fox News (US)
- RIA Novosti (Russia)
- Olympic Broadcast Services (media capture for 60 official broadcasters globally)
- Guangzhou Today Television (China)

Overall, we are extremely pleased with the media who attended and covered BC Street. We were successful in securing positive earned media coverage across the media spectrum including online and print publications (including major daily newspapers, industry magazines, community newspapers, commuter papers), and both radio and television stations. Considerable blogging about BC Street was also tracked.

Strategy

The media-relations strategy for BC Street focused on a highly targeted, aggressive pitching to individual media outlets. This strategy proved successful in securing unique coverage at each outlet and ensuring a variety of stories were told concerning BC Street, the various communities and the people and stories included within it.

BC Street played a huge part in profiling British Columbia during the 2010 Winter Olympics. We believe this heightened interest helped generate additional foot traffic to BC Street, and will continue to generate tourism all over British Columbia for years to come. To fulfill our objective of promoting BC Street:

- LBMG engaged in an active media-relations campaign promoting each pavilion and the unique attributes/attractions they brought to BC Street. A sand castle builder, a sasquatch field researcher, a blacksmith, musicians, painters and performers who each brought unique and interesting stories allowed LBMG to target specific media outlets with these individuals.
- LBMG worked with setting up interviews on site at BC Street, over the phone, and even took interview subjects to remote locations like the British Columbia International Media Centre at Robson Square.
- LBMG prepared a series of custom press releases:
 - custom, community specific press releases announcing the program
 - general media advisory before the Games opened to help notify both domestic and international media about BC Street
 - region specific custom media kits which included a Fast Facts, Q&A document, region specific press releases
 - final wrap press release outlining the success of the BC Street initiative
- In the lead-up to the 2010 Winter Olympics, LBMG utilized an extensive international media list which includes over 320 separate outlets worldwide and over 1,500 individual media contacts. The custom releases were utilized by a number of those media in preparation of their general coverage of British Columbia.



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- During the Olympics, a core four-person communications team staffed the BC Street location on a rotating basis daily throughout the 17-day event. In our on-site role we aided in bringing media to BC Street, facilitated interviews, pitched media at the event and identified and sourced potential media stories. Our team also photographed a number of events and happenings at BC Street throughout the Games, and each region's community media received custom images and cut lines. We also liaised with the City of Richmond's professional photographer to ensure a selection of professional images were captured and distributed to regional media.
- Coverage of BC Street was wrapped up with a final press release highlighting some of the statistics and interesting facts onsite. This was sent out with targeted photos to media throughout British Columbia.

Earned Coverage

Domestic Earned Media Coverage:

To date we have tracked stories that featured or ran photos with cutlines of BC Street were published in more than **30** domestic newspapers – several of which ran more than one article, including The Vancouver Sun, The Province, the Williams Lake Tribune, the Richmond Review and the Richmond News. Articles appeared in other publications such as the Sooke News Mirror, the Castlegar News and the Langley Times.

Coverage appeared on more than a dozen radio stations, including Voice of America, CBC Early Morning, Jack FM, Kool FM, CBC Radio One and Team 1040 Sports Radio. Additionally, we were successful in showcasing a number of artists and performers from the various regions on multiple radio interviews on multiple stations.

Television coverage for BC Street included over 15 separate stations. Features include a full program on City TV's Breakfast Television. Shaw TV Vancouver, which sends out their stories province-wide, did two full stories, plus two one-minute hits updating viewers on what was upcoming on BC Street. Finally, the highly rated Global Television did multiple stories, featuring pavilion workers and performers/artists.

Notable media coverage included:

PRINT

- **The Vancouver Sun** (two separate full stories which ran in the front section of the newspaper and featured photos)
- **The Province** (multiple photos highlighting BC Street)
- **Black Press Papers** (senior reporter Tom Fletcher filed a BC Street story to the Black Press group of community newspapers. To date the story has appeared in dozens of the 80 Black Press newspapers in British Columbia)

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- **Black Press Daily** (Tom Fletcher's BC Street story appeared in the free tabloid daily which runs as a separate publication in each community, Monday to Friday. Black Press community newspapers reach 98% of the households in British Columbia)
- **Richmond News** (multiple photos and stories)
- **Richmond Review** (multiple photos)
- **Williams Lake Tribune** (a full story, a front page photo and a colour photo)
- **Sooke News Mirror** (two photos and a story including a front page photo)

RADIO

- **CBC Early Morning** - two interviews featuring representatives from their respective regions
- **Team 1040** – one interview
- **CFAX 1070 Victoria** - one segment featuring three separate representatives from their pavilion
- **Jack FM** - one interview
- **Kool FM Victoria** - two separate hits, one at Robson Square and one live on location at BC Street
- **CBC Radio Victoria: On The Island** - full interview of BC Street featured artist

TELEVISION

- **Shaw TV Vancouver** – two full length stories, one featuring three different pavilions, and one on the highly successful ball hockey game on Saturday, Feb. 20, plus two one-minute hits about BC Street's upcoming events
- **CityTV "Breakfast Television"** – a full show dedicated to BC Street, which featured numerous interviews and four separate artists/performers
- **Global Television** – did live broadcasts from BC Street on their Noon News (February 19th), then sent reporter Linda Alysworth to cover the activities on BC Street during the media showcase event (February 19th). Global also did an extensive story on a Qualicum Beach artist featured on BC Street (February 18th)
- **FMA Entertainment Weekly**– a lifestyle television show that broadcasts to the Pacific Northwest travelled to Comox to do a series of pre-Games interviews about Mount Washington and the pre-Games training of a number of Olympic teams.

ONLINE

- **Lonely Planet** – Writer John Lee wrote a 725-plus word article on the O Zone, in which he featured BC Street: "*A strip of mini-marquees showcasing the province's regions, it's everything downtown's disappointing Canada pavilion should have been.*" LonelyPlanet.com has a monthly readership of around 3.5 million a month.
- **Good Life Vancouver** – Vancouver food/wine lifestyles blog wrote a piece about all the food samples available at BC Street.
- **642Blog** – Online blog covering Sooke area on Vancouver Island posted pictures and write-up about construction of booth.
- **Suite101** – Online Vancouver travel blog featured descriptions in a full article of all seven regions and location in Richmond.



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- **Ag For News** – Online agroforestry blog posted information about BC Street highlighting the Non-Timber Forestry products featured in the Cariboo Chilcotin Coast booth.
- **BC Arts News** – Online arts blog posted a link to one of the *Vancouver Sun* articles on BC Street.
- **BC Hydro** – Online company blog posted information about BC Street as one of the featured free venues to experience during the 2010 Winter Olympics.

International Earned Media Coverage:

To date LBMG has tracked international media coverage in over 10 separate outlets including print, magazine, television, radio and online. Many of the international media chose to attend the media reception held at BC Street on Friday, Feb. 19. The following is a highlight of some of the international media exposure for BC Street:

- **Voice of America (USA)** – The official external radio and television broadcasting service of the United States government ran a 500-word article on BC Street. The article also featured a radio interview with Laura Ballance explaining the impact of BC Street. A selection of photos also ran as a slideshow along with the online radio interview. Voice of America provides broadcasting in forty-six languages around the world. The piece was featured in the News Section along with other 2010 Winter Olympic Games stories. Voice of America has a reach of 134 million listeners.
- **Olympic Broadcast Services (OBS)** – Filed a story on BC Street that was sent to all 60 of the official Olympic Broadcasters - NBC, BBC, etc.
- **RIA Novosti Russia TV** - This crew filed their BC Street story to 1,171 newspapers, 38 television stations, 523 magazines and 18 radio stations throughout Russia. They are the largest news outlet in the country.
- **National Public Radio (USA)** – Filed radio interviews about BC Street to 797 public radio stations across the United States. NPR is a non-profit membership media organization that serves as the country's largest national radio syndicator.
- **Guangzhou Today Television (China)** – Conducted interviews that were filed to a television program on CCTV, the official television station of China. On top of the 350 million viewers in China daily, Guangzhou Daily has an additional 2.5 million subscribers globally.

Note: a freelance travel writer who is a regular contributor to major US media outlets such as the Miami Herald and Boston Globe attended BC Street and is expected to file travel pieces about the project to a number of major US newspaper outlets, including the two noted above.



Events

Part of the media strategy for BC Street was to create catalysts for media coverage by capitalizing on existing, or creating, events.

- 1) On Sunday, February 14th LBMG generated media for the Pacific Kiss Showcase BC Oyster Platter event at Spirit Square at BC Street at 7:30 p.m. The following media ran photos/pieces on the event:
 - Richmond News
 - Richmond Review
 - Shaw TV Vancouver

- 2) On Friday, February 19th LBMG coordinated a Media Reception from noon to 2 p.m. on BC Street featuring all seven pavilions. There was a minimum of 35 national and international media who attended the two-hour showcase. Outlets like Guangzhou Today Television – the official television station of China – who have 352 million viewers worldwide, and Voice of America – who have 134 million listeners, Global Television, RIA Novosti Russia and the Olympic Broadcast Services (official media gathering services) also attended. In total, a conservative estimate on the total global audience who would have seen/heard/read a BC Street story would be around 3/4 billion people off this showcase. The following is a list of media who attended the event:
 - Black Press (100 community and daily newspapers across British Columbia)
 - FMA Entertainment Weekly (FMA is a entertainment lifestyle television show that covers events from Vancouver – Los Angeles)
 - National Public Radio (USA)
 - Olympic Broadcast Services (OBS)
 - RIA Novosti Russia TV
 - Global Television (Live noon broadcast)
 - Global Television news crew
 - Globe and Mail
 - CBC Television
 - The Vancouver Sun
 - Voice of America (VOA has an audience of 134 million people in the United States)
 - The Globe and Mail
 - CKNW/Corus Radio Network
 - CKWX News 1130
 - Astral Media
 - Suite 101.com
 - Ming Pao
 - APTN (Aboriginal Peoples Television Canada)
 - Vancouver.com



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- Fairchild TV
- CBC Radio (national)
- Omni TV
- Green Blog Network
- Vancouver Shin Pao
- Vancouver Province
- Guangzhou Today Television
- CBC TV
- AM 650
- Macro View TV
- Metro Blenz news
- Sing Tao Daily
- Vancouver Korean Press
- Epoch Times
- Red FM

3) On Saturday, February 20th, LBMG coordinated media coverage for an event developed by the community of Sooke, an elected officials' ball hockey game. The following media covered the event:

- Shaw TV Vancouver
- Richmond News
- Richmond Review
- Williams Lake Tribune
- Sooke News Mirror
- Global Noon News
- Hockey Today (Russia)